

Station WVBT-TV NORFOLK, VA. Agency () GMMB Rep Firm) PHILADELPHIA
Advertiser () HIRSCHBIEL FOR CONG 3050 K ST NW Sales Office ()
Product PAUL HIRSCHBIEL WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1554 Agency C/P1/P2/E 106/113/1554 Salesperson Phone# 215-567-6005
Buyer Maura Gilroy Flight Dates 08/21/2012 - 08/27/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

--- CONTRACT COMMENT ---

CLIENT: HIRSCHBIEL FOR CONGRESS SC=*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$3725
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	9A-10A	NATE BERKUS	:30	\$75.00	08/21-08/24	1	1	1	\$75.00	
	2	TU-F	10A-11A	MILLIONAIRE	:30	\$75.00	08/21-08/24	2	1	2	\$150.00	
	3	TU-F	730P-8P	ACCESS HOLLYWOOD	:30	\$300.00	08/21-08/24	1	1	1	\$300.00	
	4	TU-F	10P-1045P	LATE NEWS	:30	\$1,000.00	08/21-08/24	1	1	1	\$1,000.00	
	5	TU-F	1045P-11P	SPORTSWRAP	:30	\$300.00	08/21-08/24	1	1	1	\$300.00	
	6	SA	1045P-11P	SPORTSWRAP SATURDAY	:30	\$300.00	08/25-08/25	1	1	1	\$300.00	
	7	SU	10P-1045P	SUNDAY LATE NEWS	:30	\$700.00	08/26-08/26	1	1	1	\$700.00	
	8	M	1130P-12A	30 ROCK	:30	\$150.00	08/27-08/27	1	1	1	\$150.00	
	9	M	9A-10A	NATE BERKUS	:30	\$75.00	08/27-08/27	1	1	1	\$75.00	
	10	M	10A-11A	MILLIONAIRE	:30	\$75.00	08/27-08/27	1	1	1	\$75.00	
	11	M	730P-8P	ACCESS HOLLYWOOD	:30	\$300.00	08/27-08/27	1	1	1	\$300.00	

EC'd Yes Last Received: 08/08/2012 4:53 PM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA. Agency () GMMB Rep Firm) PHILADELPHIA
Advertiser () HIRSCHBIEL FOR CONG 3050 K ST NW Sales Office ()
Product PAUL HIRSCHBIEL WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1554 Agency C/P1/P2/E 106/113/1554
Buyer Maura Gilroy Flight Dates 08/21/2012 - 08/27/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	13	M	1045P-11P	SPORTSWEAP	:30	\$300.00	08/27-08/27	1	1	1	\$300.00	

---REPORT TOTALS---

Report Totals: 13 / \$3,725.00

---SALES MONTHLY TOTALS---

Aug 12: 8 / \$2,825.00 Sep 12: 5 / \$900.00

Sales Totals: 13 / \$3,725.00

Station Totals: 13 / \$3,725.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$53,214

CATV 0% WAVY 34% WGNT 0% WTKR 23%
WTVZ 2% WVBT 7% WVEC 34%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE